



*nature's colors in lasting beauty*



YOUR NAME AND ADDRESS HERE



# *BUILDING MORALE*

THROUGH THE PROPER USE OF

## *Color*

This is a time in the history of our country when its raw materials . . . and its manufactured materials . . . are on the march! On the march to become an integral part of a DEFENSE PROGRAM . . . the like of which the world has never known. Aluminum for airplanes . . . steel for ships . . . and guns . . . and tanks. A single hair from a woman's head . . . used in a hygrometer. Gasoline to help take our millions of workers to and from the factories . . . whose chimneys send their showering sparks gleaming into the pale morning sky.

And today . . . in this great PAINT INDUSTRY of ours . . . the Resins . . . the Oils . . . the Pig-

ments . . . the Synthetics . . . used in ten thousand ways . . . as PAINT . . . as LACQUER . . . as VARNISH . . . as ENAMEL. Cover and protect . . . save and make efficient . . . the millions of facets and surfaces of the things made and built.

This is what the products of the PAINT INDUSTRY are doing in the field . . . but in our little book (which we hope you will like as well as we do) the Studio of Creative Design of the Pittsburgh Plate Glass Company wants to talk about Paint as a series of COLORS . . . and about COLORS and their use in these trying times as one of the best BUILDERS OF MORALE we know about.



*After all . . . "MORALE" is just another name for mentally keeping the old flag flying . . . or continued joy in living . . . or being together . . . or the belief that we really can bake better cakes every year . . . or that we don't look a day older. People can have high MORALE . . . and so can a HOUSE . . . or a ROOM.*

★ ★ ★

A HOUSE can (and should) look better with the passing of time. It can look LIVED-IN by happy people. It can change its Colors with the changing of its background . . . and the advent of more interesting neighbors. It can perk up when the eldest son brings his bride home. It can be restyled in the mode, beliefs, and manners of the year. And all of this by the relatively simple and inexpensive use of COLOR.

A ROOM . . . why, keeping up the MORALE of a room is easy! A ROOM is so small . . . it really takes so very little Paint to make it all over again.

And today . . . when every holiday brings the promise of a bright and sun-tanned face above a uniform swinging down from the Pullman platform . . . or

school is out for a while, and little "Pigtails" (now so grown and pretty) is back . . . or when a thousand and one other reasons give us the excuse . . . we can restyle a room in "Nature's Colors in Lasting Beauty" . . . and really do our part to continue to make this America of ours the brightest . . . most cheerful abiding place in the whole World.

Before preparing this book we looked at thousands of homes all over the country. We felt that our book should illustrate how Styling with Color could be used in the average American home.

When you glance through the following pages you will see interiors and exteriors with which you are entirely familiar. They are actual photographs of your own home . . . or next door . . . or down the street. They are *not* above or beyond your present ambitions . . . or your pocketbook. They LOOK so distinctive because they have been Styled with Paint.

We . . . in the Studio . . . think that perhaps if you study them carefully you will be reminded that you, too, can very easily achieve the same happy results . . . by using "Nature's Colors in Lasting Beauty."

*Although we have used every facility which the art of fine printing can give us, printed colors can only approximate the pure and glowing tones of our Wallhide, Waterspar and other finishes.*



**DINING ROOM**  
WALLS AND CEILING—Palace Guardroom  
Green Wallhide Flat, 25-40.\* TRIM—  
White Waterspar Enamel, 54-71.



**BEDROOM**  
WALLS AND CEILING—Blair House Rose  
Tan Wallhide Flat, 25-36.\* TRIM—  
White Waterspar Enamel, 54-71.

**KITCHEN**  
WALLS AND CEILING—Dove Gray Wall-  
hide Semi-Gloss, 27-122. TRIM—Colo-  
nial Yellow Wallhide Semi-Gloss  
Enamel, 27-116.



**LIVING ROOM**  
WALLS—Door wall in Brown Wallhide Toner  
Intermix, equal parts White Wallhide Flat,  
26-5, Burnt Umber Toner 26-54 and Venetian  
Red Toner, 26-53. Remaining walls and ceiling  
in Creole Beige Intermix No. 56. 1/2 pint Burnt  
Umber Toner, 26-54 to 1 gallon White Wall-  
hide Flat, 26-5. TRIM—White Waterspar En-  
amel 54-71.



SO HERE we go!...Look at this LIVING ROOM. A study in Beiges and Old Reds . . . enhanced by Black and White and a flick of Old Gold.

And here is another room . . . not too large or too small . . . but made to seem spacious by the very simplicity of its decorations. The walls and ceiling in Palace Guardroom Green.

(By the way, you will notice throughout this book the intriguing names of certain Colors . . . names like "Palace Guardroom Green". These are Colors from the Restoration of colonial Williamsburg, in Virginia . . . manufactured by our company . . . which has the license of Williamsburg Restoration . . . the sole right . . . to make them.)

Architects and interior decorators are really designing interesting BEDROOMS these days.

The walls and ceiling of this one are a pleasant Rose Tan (from the Blair House in colonial Williamsburg). The draperies are White and steely Blue . . . the bedspreads repeat this Blue . . . and the chaise longue is upholstered in Dawn Gray . . . while the floor covering is a rich Burnt Umber.

The KITCHEN is the place to which parties often gravitate these days . . . and people are using more imagination in Styling these rooms with Paint.

This kitchen is styled in a close harmony of Gray . . . Colonial Yellow . . . and White . . . with accents of Black and gleaming metal.

Across the page is a fine, robust example of a New England Colonial HOUSE . . . with its clapboard and stonework painted White . . . and the shutters on the upper floor in a deep Green, to lower the roof visually.

If you like Red, here is a HALLWAY for you!

Walls in Raleigh Tavern Chinese Red . . . the Color we found in the interiors of certain cabinets in the famous Raleigh Tavern at colonial Williamsburg. Trim in White . . . floor Black and White . . . and the seats of the side chairs upholstered in Leopard Skin.

\*Wallhide in Colors approved by Williamsburg Restoration.





#### INTERIOR

WALLS—*Raleigh Tavern Chinese Red Wallhide Flat, 25-45.\** CEILING—*White Wallhide Flat, 26-5.* TRIM—*White Waterspar Enamel, 54-71.*

#### EXTERIOR

ROOF—*Roof Green Shingle Stain, 5-353.* BODY, TRIM, FENCE AND DOOR—*Titanic Outside White Sun-Proof Paint, 1-57.* SHUTTERS—*Kentucky Green Sun-Proof Paint, 1-338.* STONE—*White Cementhide, 7-1.*



#### EXTERIOR

ROOF—*Light Slate Shingle Stain, 5-369.*  
 BODY AND TRIM—*Salem Yellow Sun-Proof Paint, 1-169.* SHUTTERS—*First floor in Black Sun-Proof Paint, 1-53. Upper floor shutters in Salem Yellow Sun-Proof Paint, 1-169.*



#### INTERIOR

WALLS—*Niche Wall in Dark Blue Wallhide Toner Intermix, 1 quart White Wallhide Toner 26-56 and 1 quart Ultramarine Blue Wallhide Toner 26-57. Remaining walls and ceiling—Blue Wallhide Toner Intermix. 1 gallon White Wallhide Flat, 26-5 to 1/2 pint Ultramarine Blue Wallhide Toner, 26-56. WOODTRIM—White Wallhide Semi-Gloss, 27-109.*



*M*AYBE you are one of the lucky people who live in a little "salt box" cottage behind a picket fence.

Tomorrow...when you paint it again...try making it into a CANARY COTTAGE...with walls of Yellow and trim of contrasting Black.

Many of us like to collect small objets d'art...or silhouette delicate flowers and leaves against a lovely plate glass window.

Here is a room that illustrates both of these hobbies...done mostly in crisp tones of Blue and White.

On the opposite page there are four interiors which illustrate very aptly what can be done by the Painting Contractor who is a student of Styling with Paint.

The DINING ROOM is an unusual combination of Chartreuse and Brown, enriched by White trim.

The HALL is done in warm, flattering tones of Peach and Tan.

The BEDROOM in the Blue of the sky from the land o' dreams...and the KITCHEN all in Nature's Colors...Greens, Yellows, Reds, and Blues.





#### DINING ROOM

WALLS—Chartreuse Wallhide Toner Intermix, 2 quarts White Wallhide Flat, 26-5, ½ pint Chrome Green Wallhide Toner, 26-55 and 1 quart Chrome Yellow Medium Toner, 26-51. DADO AND TRIM—White Waterspar Enamel, 54-71. CEILING—Oyster White Wallhide Toner Intermix, a trace of Black Wallhide Toner 26-57 to White Wallhide Flat, 26-5.



#### BEDROOM

WALLS—Dawn Gray Wallhide Flat, 26-14 for the bed wall, with the remaining walls in Horizon Blue Wallhide Flat, 26-15. CEILING—White Wallhide Flat, 26-5. TRIM—White Waterspar Enamel, 54-71.

KITCHEN  
WALLS—White Wallhide Semi-Gloss, 27-109. CEILING AND CABINETS—Sky Blue Wallhide Semi-Gloss, 27-115. TRIM—White Waterspar Enamel, 54-71.

HALL  
WALLS—End wall in Wren Building Tan Wallhide Flat, 25-43<sup>2</sup>, with the remaining walls in Peach Wallhide Flat, 26-21. CEILING—White Wallhide Flat, 26-5.







**BATHROOM**  
WALLS AND CEILING—Cameo Blue Wallhide Semi-Gloss, 27-150. TRIM—Waterspar Intermix No. 10, Sea Green. 1 quart 54-193 Lawn Green and ½ pint 54-171 Gloss White.



**BEDROOM**

WALLS AND CEILING—Blue Wallhide Toner Intermix. 1 gallon White Wallhide Flat, 26-5 to ½ pint Ultramarine Blue Wallhide Toner, 26-56. TRIM—True Ivory Waterspar Enamel, 54-57.

**LIVING ROOM**  
WALLS—Palace Guardroom Green Wallhide Flat, 25-40\*. ARCH—White Wallhide Semi-Gloss, 27-109. CEILING—Toner White Wallhide Black Intermix, trace of 26-57 to White Wallhide Flat, 26-5. MANTEL—Palace Guardroom Green Wallhide Flat, 25-40\* with a coat of Pittsburgh Satin Finish Varnish.



**KITCHEN**  
WALLS—Black Waterspar Enamel, 54-72. CEILING—Chinese Red Waterspar Intermix No. 6, 1½ pints 54-173 Tangerine and ½ pint 54-115 Fire Red. TRIM—White Waterspar Enamel, 54-71.

It is one thing to PAINT a room successfully... and another to furnish and equip it in an interesting manner.

The BEDROOM at the top of this page is successful because of the way its Color tones play back and forth... each helping the other.

The walls and ceiling are a cool Blue... the trim is a warm Ivory. The Venetian blinds carry the Color of the trim, but are tied to the wall Color by their Blue tapes.

The draperies and bedspreads are in closely woven shades of Pink, swinging the Color harmony to the warm side of the spectrum.

The floor is dark Blue, cooling it off again... and the Yellow and White striped chair in the corner brings everything back in balance once more.

This is a fascinating game to play in your own rooms. Try it and discover new beauty in the Color of everything which surrounds you.

Here is a BATHROOM in Cameo Blue, Black, White, and Silver... a KITCHEN in Chinese Red and the Black of old Teak Wood... and a lovely, restful room... seen through an archway... done entirely in Colors from colonial Williamsburg.

On the opposite page... the familiar White of a pleasant home is relieved by a Wine-Colored roof and deep, rich, Brown shutters.

We like the HALL and STAIRCASE... and the racing sloops bunched close, with the wind coming over the starboard quarter.

The DINING ROOM shows what can be accomplished by using closely related, warm and sophisticated Violet tonalities... perked up by a touch of Jonquil Yellow in the chairs and Coral in the floor coverings.



EXTERIOR  
 ROOF—*Maroon Shingle Stain* 5-260.  
 BODY AND CHIMNEY—*White Cement-  
 hide*, 7-1. TRIM—*Titanic Outside White  
 Sun-Proof Paint*, 1-54. SHUTTERS—  
*Brown Sun-Proof Paint*, 1-306.



#### DINING ROOM

WALLS AND CEILING—*Mauve Tint Intermix No. 58*,  
 2 gallons *White Wallhide Flat* 26-5, ½ pint *Venetian  
 Red Toner* 26-53 and ½ pint *Ultramarine Blue Wall-  
 hide Toner* 26-56. WOODTRIM—*Windsor Beige Intermix  
 No. 59*, 1 gallon 26-5 *White Wallhide Flat* to 1 pint  
 26-54 *Burnt Umber Toner*, with a coat of *Pittsburgh  
 Satin Finish Varnish*.



#### HALL

WALL—*Photomural, Dado—Carval Hall Blue Intermix  
 No. 133*, 1 gallon *White Wallhide*, 26-5 to 1 pint 26-56  
*Ultramarine Blue Wallhide Toner*. CEILING—*Sunlit  
 Yellow Intermix No. 3*, 1 gallon *White Wallhide*, 26-5  
 to ½ pint 26-51 *Chrome Yellow Medium Toner*. TRIM  
 —*White Waterspar Enamel*, 54-71.







#### BEDROOM

WALLS AND CEILING—*Wren Building Tan Wallhide Flat, 25-43\**. TRIM—*White Waterspar Enamel, 54-71*.

#### EXTERIOR

ROOF—*Roof Green Shingle Stain, 5-353*. BODY—*Ivory Sun-Proof Paint, 1-165*. TRIM—*Titanic Outside White Sun-Proof Paint, 1-54*. SHUTTERS—*Coppers Verde Sun-Proof Paint, 1-341*.

**H**ERE is a MODERN BEDROOM with a row of picture windows all across one side. Nature has a chance to come in and say "Hello" in this cozy room. And because nature may be Green and Blue in Summer... and Russet and Wine in the fall... and Purple and White in the winter... this room is styled with Tans... Grays... Whites... and Gray-Greens... so that whatever Colors peek in at the picture windows will be found to blend and harmonize with the interior.

You should remember this... if your room is more outdoors than in... because of many windows... make its Colors neutral.

Below this column you will see a simple, straightforward HOUSE... with walls of Ivory and roof and trim of deep Green. Always a good Color scheme.

On the opposite page are a number of interesting uses of Color. The room at the upper left... a modern combination LIVING and DINING ROOM... has a wall in Raleigh Tavern Chinese Red... with Gray-Green and brilliant Orange... and a touch of Rose and Wine to make an exciting harmony.







#### DINING ROOM

WALLS—Mirror wall in Raleigh Tavern Chinese Red Wallhide Flat, 25-45\*. Other walls and ceiling in Repiton House Green Wallhide Flat, 25-32\*. TRIM—Travertine Waterspar Enamel, 54-60.



#### KITCHEN

WALLS—Wall at far end in Jade Green Waterspar Enamel, 54-96. Side walls and ceiling in Bud Green Wallhide Semi-Gloss, 27-151. TRIM AND CABINETS—White Waterspar Enamel, 54-71.



#### LIVING ROOM

WALLS AND CEILING—Golden Tan Wallhide Toner Intermix, 3 quarts White Wallhide Flat, 26-5 and 1 quart 26-52 Washed Ochre Toner. TRIM—White Waterspar Enamel, 54-71.

PORCH  
WALLS—Jersey Cream Sun-Proof Paint, 1-330. CEILING—Jade Green Sun-Proof Paint, 1-171. TRIM—Jersey Cream Sun-Proof Paint, 1-330.



**LIVING ROOM**  
WALLS—Palace 25-36. CEILING—Gray Wallhide Flat, 26-5. TRIM—White Wallhide Flat, 26-5. TRIM—White Waterspar Enamel, 54-71.



**BEDROOM**  
WALLS—White Wallhide Flat, 26-5. NICHE, BACK AND SIDE WALLS, Raleigh Tavern Peach Wallhide Flat, 25-34. TRIM—White Waterspar Enamel, 54-71.



**EXTERIOR**  
Roof—Indian Red Shingle Stain, 5-249. BODY—Stone Gray Sun-Proof Paint, 1-170. TRIM—Stone Gray Sun-Proof Paint, 1-170. SHUTTERS—Upper shutters in Brick Red Sun-Proof Paint, 1-337. Lower shutters in one-third this value. CHIMNEY—White Cementide, 7-1.



**HALL**  
WALLS—Wythe House, Yellow Wallhide Flat, 25-42, and White Wallhide Flat, 26-5. TRIM—White Waterspar Enamel, 54-71.



ON THESE two pages are seven pictures... each thought-provoking and unusual in minor and subtle respects.

A HALL and STAIRWAY... styled in Colors from the home of a signer of our Declaration of Independence... from the interior of an open cupboard in the restored Wythe House in colonial Williamsburg.

Colors which you... and all of us... can reproduce for very little... and which have come down through the years fresh and unsullied by time and the wars and woes of a busy world.

A friendly, cheerful LIVING ROOM... in silvery Gray, with accents of White... and Peach to add a note of warmth.

A lovely Colonial Exterior... with roof of (how fitting!) Indian Red... lusty Red shutters and cool Gray walls.

Some smart person has placed garden furniture of Canary Yellow in front of this pleasant place... to help liven things up.

On the opposite page among others there is a KITCHEN in Gray, White, and Yellow... and a DINING ROOM in Blue... with accents of Plum, Yellow, and White.





#### LIBRARY

WALLS—Pitt-Dixon Rose Wallhide Flat, 25-31\*. CEILING—Oyster White Wallhide Toner Intermix. Trace of Black Wallhide Toner 26-57 to White Wallhide Flat, 26-5. DADO—Raleigh Tavern Peach Wallhide Flat, 25-34\*. TRIM—White Waterspar Enamel, 54-71.



DINING ROOM  
WALLS—Dark Blue Wallhide Toner Intermix, 1 quart White Wallhide Flat 26-5, 1 pint Black Toner 26-57, and 2 quarts Ultramarine Blue Wallhide Toner, 26-56. CEILING—Blue Wallhide Toner Intermix, 1 gallon White Wallhide Flat, 26-5 to 1/2 pint Ultramarine Blue Wallhide Toner, 26-56. TRIM—White Waterspar Enamel, 54-71.



#### KITCHEN

WALLS—Dove Gray Wallhide Semi-Gloss, 27-122. CEILING—White Wallhide Semi-Gloss, 27-100. TRIM AND CABINETS—Crocus Yellow Wallhide Gloss Enamel, 28-261.





#### KITCHEN

WALLS—Golden Sand Wallhide Gloss Enamel, 28-218. CEILING—Apricot Waterspar Enamel, 54-66. TRIM—Golden Sand Wallhide Gloss Enamel, 28-218. CABINETS — White Waterspar Enamel 54-71.



*H*ERE is a LITTLE HOUSE like many...many... other little houses. Colonial in feeling... all on one floor except for several rooms over the central portion. What shall we do with it?

How shall we style it with Paint... so that it is... dignified... and right... but shows a wee bit of our gay personality?

First, a rich roof of warm Maroon... then a warm, Yellow-tinted off-White for the side walls and dormers.

Shutters of Brown at the ends of the house... but... flanking the front door... shutters of orange!... gay... debonair... just a few points around the spectrum from Brown... but helping to lead us visually to our front door and into our pleasant center hallway.

You will like this KITCHEN... whose "personality note" is its ceiling in Apricot. A fine Color to enhance the old MORALE when you burn the chops and... raising your eyes to Heaven... find it colored... warm and glowing... so you begin again with renewed vigor and, throwing out the chops, scramble some eggs.



# EXTERIOR

ROOF—Maroon Shingle Stain, 5-260. BODY AND TRIM—Jersey Cream Sun-Proof Paint, 1-330. SHUTTERS—as shown, in Orange Sun-Proof Paint, 1-347, with remaining shutters in Brown Sun-Proof Paint, 1-326.

## LIVING ROOM

WALLS—Mist Gray Wallhide Flat, 26-22. CEILING—White Wallhide Flat, 26-5. TRIM—French Gray Waterspar Enamel, 54-63.



## HALL

WALLS—Dark Blue Wallhide Toner Inter-mix, 1 quart White Wallhide Flat, 26-5, 1 pint Black Wallhide Toner 26-57 and 2 quarts Ultramarine Blue Wallhide Toner, 26-56. CEILING—Blue White Wallhide Flat 26-5 to 1/2 pint Ultramarine Blue Wallhide Toner, 26-56. TRIM—White Waterspar Enamel, 54-71.



## DINING ROOM

WALLS—Apollo Room Blue Wallhide Flat, 25-44. CEILING—one-third value of the walls. TRIM AND CORNICE—White Waterspar Enamel, 54-71.



## BEDROOM

WALLS—Window wall, Old Courthouse Red Wallhide Flat 25-33. Other walls in Chartreuse Wallhide Toner Inter-mix, 2 quarts White Wallhide Flat, 26-5, 1/2 pint Chrome Green Wallhide Toner, 26-55 and 1 quart Chrome Yellow Medium Toner, 26-51. CEILING—Lightened Chartreuse Wallhide Toner Inter-mix. TRIM—White Waterspar Enamel, 54-71.





#### LIVING ROOM

WALLS—Apollo Room Blue Wallhide Flat, 25-44\* for the fireplace wall. REMAINING WALLS AND CEILING—White Wallhide Flat, 26-5. TRIM—White Waterspar Enamel, 54-71.

#### DINING ROOM

WALLS—White Wallhide Flat, 26-5. CEILING—Venetian Red Wallhide Toner, 26-53. TRIM—White Waterspar Enamel, 54-71.

#### EXTERIOR

ROOF—Blue Shingle Stain, 5-370. BODY AND TRIM—Titanic Outside White Sun-Proof Paint, 1-54. SHUTTERS—Spanish Blue Sun-Proof Paint, 1-346. CHIMNEY—White Cementhide, 7-1.



**V**ENETIAN RED . . . here's a strong, warm color for you . . . a color with a HISTORY . . . a color with a BACKGROUND.

Can't you see the full moon rising over the Grand Canal . . . and the gondolier poling softly in the dusky shadows . . . and the pigeons wheeling and fluttering in the square in front of San Marco?

Can't you hear the soft strumming of a guitar on some stairway whose lowest steps are lost in the black water?

Well . . . that's VENETIAN RED! . . . used to enliven the dark halls of many a nobleman's palace.

Here it is in a MODERN DINING ROOM . . . with White as its foil . . . and furniture of blond wood. Very good . . . we think!

The smaller the HOUSE . . . the more interesting its Color Personality should be. Here is Paint used literally for "Home Defense" . . . and used for saving the surface. White on walls and dormers for bigness . . . and Blue on roof and shutters for richness and contrast . . . and Flag Red on awnings.

Literally a Red, White, and Blue house.

Across the page are a colorful BATHROOM and KITCHEN.

The BEDROOM here is modern in feeling . . . with walls of lovely Powell-Hallam Blue . . . (a Color from the Restoration of colonial Williamsburg) . . . and notes of Peach . . . White . . . Ivory . . . and Brown . . . in draperies and armchair upholstery.

Now we are coming to the end of our little story.

You have studied a number of rooms on the foregoing pages . . . good . . . AVERAGE . . . American rooms . . . furnished and Color-styled in a way which will be easy and inexpensive for you to duplicate.

In the next few years to come, the MORALE of individuals and whole Peoples is going to be a great factor in maintaining the way of life to which we here in America have grown accustomed.

Bright, cheerful Color all about us can be a great help toward maintaining our mental happiness and our joy in LIVING . . . and GIVING.





#### BATHROOM

WALLS—Delphinium Blue Waterspar Enamel, 54-55. CEILING—White Waterspar Enamel, 54-71; ceiling in recess in Delphinium Blue. TRIM—White Waterspar Enamel, 54-71.

KITCHEN  
WALLS AND CEILING—Rose Tan Wallhide Gloss Enamel, 28-221. TRIM—Royal Blue Waterspar Enamel, 54-84. CABINETS—White Waterspar Enamel, 54-71.



#### BEDROOM

WALLS—Powell-Hallam Blue Wallhide Flat, 25-35. CEILING—White Wallhide Flat, 26-5. TRIM—White Waterspar Enamel, 54-71.



THE RALEIGH TAVERN ROOM  
UPPER WALLS AND CEILING—White  
Wallhide Flat 25-22, DADO, TRIM  
AND CORNICE—Raleigh Tavern  
Green Wallhide Flat, 25-37\*, and  
coat of Pittsburgh Satin Finish  
Varnish.



THE DINING ROOM  
UPPER WALLS AND CEILING —  
White Wallhide Flat, 25-22.  
DADO, TRIM AND CORNICE —  
Powell-Hallam Blue Wallhide  
Flat, 25-35\*, and coat of Pitts-  
burgh Satin Finish Varnish.



THE ROOMS on these pages are decorated with Wallhide in colors approved by Williamsburg Restoration, and furnished with authentic copies of furniture used in the Restoration of colonial Williamsburg, in Virginia.

The Pittsburgh Plate Glass Company has been chosen to manufacture and sell these approved colors.

The Colors . . . the draperies . . . the lamps and fittings generally . . . are from the same source.

There is a charm about the GOOD things of ancient days which never fades.

And the HONEST appreciation of COLOR by our forefathers . . . as shown in the Williamsburg Restoration . . . should do much in guiding your thoughts and ours into the ways of better decoration for our dwelling places.

These rooms are from the New York exhibit of Kittinger Company, licensed manufacturer of furniture reproductions approved by Williamsburg Restoration. Selected by experts from among those furnishings on exhibit in Williamsburg, because of their authentic heritage, their size, utility and fitness in keeping with present-day living, the furniture made by Kittinger Company under supervision of Division of Crafts of the Williamsburg Restoration does not strive for antiquity by "distressing" the wood or finish. It is an honest endeavor to make a chair, a table, a chest look as the antique looked when it was new.

If . . . in thinking over and studying your own home . . . you would like some expert and unbiased advice on certain particular problems of Paint Styling . . . please write to us here at the Studio of Creative Design . . . of the Pittsburgh Plate Glass Company . . . at 632 Duquesne Way . . . down near the old Fort held by the French and Indians so long ago . . . in Pittsburgh, Pennsylvania.

Here are a number of men and women whose total experience in the decorative arts amounts to many decades . . . and whose pleasure it is to give you free advice on Styling with Paint . . . and the use of Color . . . in interesting and unusual ways.

Write to them soon and tell them what you are doing . . . they would really like to know.





THE RALEIGH TAVERN ROOM  
UPPER WALLS AND CEILING—White Wallhide Flat 25-22. DADO, TRIM AND CORNICE—Raleigh Tavern Green Wallhide Flat, 25-37\*, and coat of Pittsburgh Satin Finish Varnish.



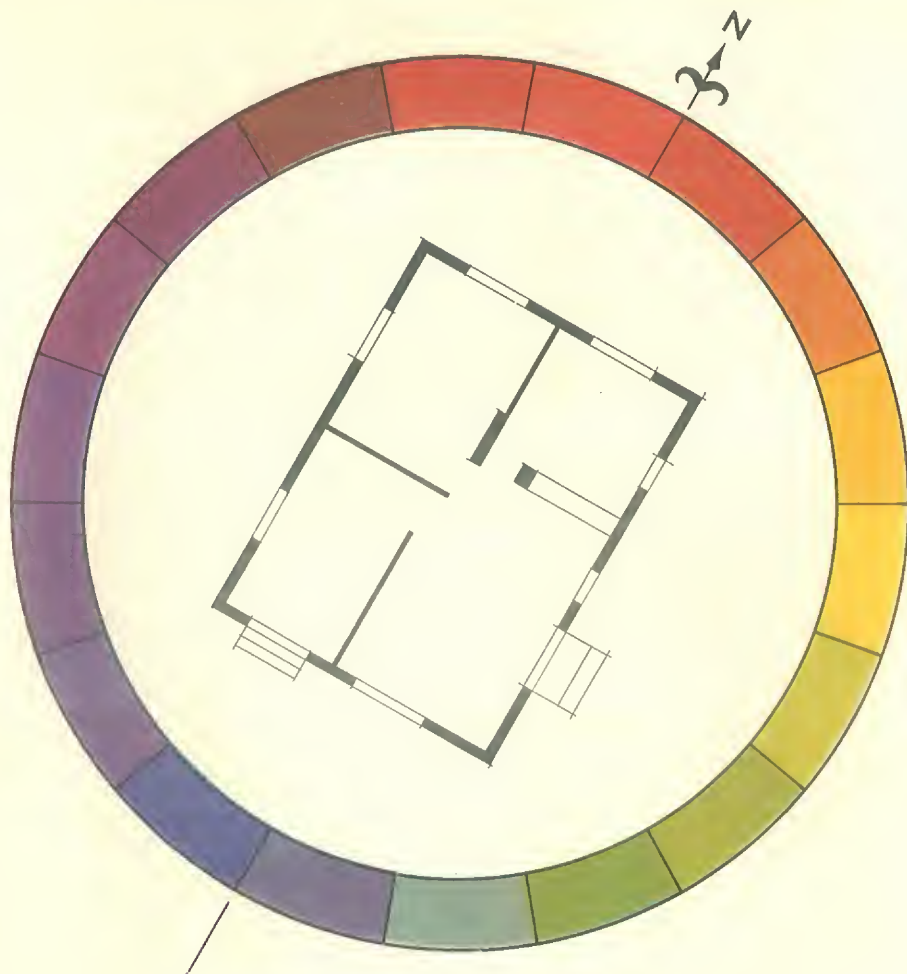
THE RALEIGH TAVERN ROOM  
UPPER WALLS AND CEILING—White Wallhide Flat 25-22. DADO, TRIM AND CORNICE—Raleigh Tavern Green Wallhide Flat, 25-37\*, and coat of Pittsburgh Satin Finish Varnish.



THE STUDY  
WALLS AND CEILING—White Wallhide Flat, 25-22. TRIM — Palace Gray Wallhide Flat, 25-38\*, and coat of Pittsburgh Satin Finish Varnish.



# Choose a color scheme that follows the Sun



**How to Use the Color Wheel**—Make a rough pencil sketch of your house and lay it within the circle showing the colors of the spectrum. North end of house facing "N" on color wheel. This will serve as an unfailing guide as to the type of color to be used. Any colors adjacent to the room or variations thereof may be used with safety.

**PITTSBURGH STANDS FOR QUALITY PAINT AND GLASS**

Since the beginning of man's life upon this planet . . . the sun . . . with its light and heat . . . has been a source of happiness . . . and comfort . . . to the human race. Being one of the few tangible things in nature upon which man could depend . . . the sun has been worshipped by many races of peoples for thousands of years.

Today . . . in our own country . . . millions of us are sun-worshippers . . . in another way. We follow the sun through the seasons . . . we throng the beaches . . . we lie on reclining chairs in our own back yards . . . or on our roofs or terraces. We sail . . . and play golf . . . hatless and with as little clothing upon us as possible . . . so that the beneficent rays may seek us out and purify and strengthen us. We design our newer homes with larger and larger areas of window space . . . so that the sun may be an ever welcome guest within our houses . . . and will remain as many hours as possible.

We should like to have ALL of our rooms face the sun . . . but this cannot be . . . nor can we place our house upon a turntable and move it daily from east to west.

Therefore . . . in certain of our rooms where the sun comes but a few moments a day . . . or not at all . . . we should use COLOR.

Golden Yellows . . . sunny Greens . . . heart-warming Wines . . . splashes of Orange . . . Creams . . . and warm Grays. Use these in the rooms on the shady side of the house . . . so that the Sun's colors are always with you.

In your brightest rooms . . . let the sun itself do the work of making things appear warm and colorful . . . and paint these rooms in cool and restful tonalities.

Rooms facing north receive little or no sunlight; therefore, paint them yellow, orange, cherry. Thus you compensate for the lack of the bright sun rays.

The rooms with an eastern exposure get the early morning sun, but this does not last; therefore, a neutral color, not too warm and not too cold will serve best.

When your rooms face south the sun really becomes a problem as you literally have too much sun. Again color comes to our rescue and light blues, blue greens, orchids, grays and olive grays solve our decoration dilemma by subduing the sun's harsh rays.

Direct sun rays pervade the western room . . . more mellowed than from the south . . . but still requiring cool, restful wall backgrounds.

Then of course there are rooms which cannot be classified by compass readings and here neutral colors, blends of cool and warm colors may be safely used.

And if you are in doubt, send your pencil sketch to us and we'll be happy to give you our suggestions. Address is—

PITTSBURGH PLATE GLASS COMPANY

*Studio of Creative Design and Color*

632 DUQUESNE WAY

PITTSBURGH, PENNSYLVANIA



# WHAT TO USE AND HOW TO USE IT

**Baby Walkers, Pens, Cribs, Etc.**—Baby walkers, pens, cribs, etc. may be refinished easily and quickly by using Waterspar Quick-Drying Enamel, Waterspar Varnish, or Utility Enamel. On work where the finish is still in good condition, but lacks gloss, apply one coat of 83-200 Waterspar Transparent Varnish.

**Barns**—Barnhide, Pittsburgh Barn and Roof Paint, Sun-Proof House Paint, Utility House Paint, Tuscar Red Barn Paint, Pittsburgh Shingle Stain—all assure excellent service depending upon the type of barn to be painted. If colors other than those in the Barn Paint lines are desired, use Sun-Proof or Utility House Paints.

**Bicycles**—For best results refinish with Waterspar Auto Enamel, 83-200 Waterspar Varnish, depending upon the type finish desired.

**Breakfast Sets**—Breakfast sets may be enameled or stained as desired. If a stained effect is wanted, use a coat of shellac over the stain to guard against bleeding. For best results use Waterspar Quick-Drying Enamel or Waterspar Colored Varnish—depending upon the type of work to be done.

**Brick**—Cementhide Brick and Stucco Paint is particularly recommended for painting brick and stucco surfaces. Use Cementhide Reducer as directed on the label. Other paints also used for brick surfaces: Sun-Proof House Paint, Utility House Paint, Pittsburgh Barn and Roof Paint, Barnhide.

**Canvas**—Canvas being very coarse and more or less porous, needs first a coat of Tector, the elastic primer, which renders canvas waterproof and provides a foundation for the application of color coats. Then, for either interior or exterior exposure, use Sun-Proof House Paint, Waterspar Enamel, Florhide Enamel, Utility Enamel or Porchide.

**Chairs**—A coat of enamel or varnish will

make practically any chair look as good as new. Waterspar Quick-Drying Enamels are highly recommended for the protection and beautification of kitchen chairs, breakfast room, sun-parlor and nursery furniture.

**Waterspar Quick Drying Colored Varnish** is exceptionally satisfactory for refinishing varnished pieces because it stains and varnishes in one coat. Always be careful to remove all grease and dirt before painting or varnishing.

**Concrete Floors**—Before concrete floors can be properly painted, they must be clean and dry and acid etched. Damp floors will not permit the finish to adhere properly. Use Florhide Enamel or Porchide. Follow directions carefully.

**Concrete Surfaces**—Exterior—Upright. Use Cementhide Brick and Stucco Paint, Sun-Proof House Paint, Pittsburgh Barn and Roof Paint—depending upon the type finish desired.

**Cracks in Floors**—should be cleaned out and filled with Pittsburgh Wood Filler or Crack Filler.

**Floors—Wood—To Paint.** Old paint scale and dirt must be removed. Then be sure to dust floors before painting. Use Florhide Enamel for interior, Porchide for exterior floor surfaces subjected to great climatic variations.

**Floors—Wood—To Varnish.** Carefully remove all oil left by mops, waxes, or soap by washing off with naphtha or benzine. Varnish will not dry properly when applied over waxed or oiled floors. Use Paste Wood Filler to fill all cracks and crevices. Then finish with 83-100 Waterspar Clear Interior Varnish, or 83-400 Waterspar Floor Varnish.

**Furniture**—If the finish on the furniture is still in good condition but dulled through age, it can be restored easily to attractiveness simply by coating with Waterspar 83-100 Clear (Interior) or Waterspar Quick-Drying Color Varnishes. For nursery, sun room or bedroom,

where color is desired, use the Waterspar or Utility Enamel.

For complete job of refinishing furniture use the following, depending on the type of job which you desire to produce: Pittsburgh Wood Stains, Waterspar Quick-Drying Enamel, Utility Enamel, Waterspar 83-400 Varnish, Paint and Varnish Remover to remove old surface.

**Furniture—Metal**—Use Waterspar Quick-Drying Enamel, Utility Enamel.

**Houses—Wood—Exterior.** For general exterior painting, Sun-Proof Primer and Sun-Proof House Paint or Utility House Paint. Use Florhide Enamel or Porchide for porch floors.

**Houses—Concrete—Stucco**—See Concrete Surfaces.

**Implements**—All grease and dirt should be carefully removed, washing entire surface with gasoline or benzine. Utility Enamel is best suited for painting implements.

**Kitchen Walls**—Kitchen Walls may be primed with Wallhide First Coater, and finished with Wallhide Semi-Gloss Wall Paint, or Wallhide Gloss Wall Paint. Next in favor is Pittsburgh Architectural Enamel White or Tinted. For Wainscot or hard, smooth plaster, Waterspar Quick-Drying Enamels can be used. Be sure that walls are free from greasy substances usually deposited throughout the kitchen by the steam and fumes from cooking.

**Lawn Furniture**—As lawn furniture is usually subjected to rather severe exposure, we recommend Waterspar Enamel. This will give utmost protection and durability.

These enamels offer a wide range of color which is a factor not to be overlooked. 83-200 Waterspar Transparent Varnish for pieces that have not lost their original finish but have dulled somewhat with age. Porchide, Sun-Proof or Utility House Paint may also be used.



**Linoleum**—First wash the linoleum carefully with soap and water. Then remove all traces of soap by rinsing with clear water. Allow sufficient time to dry before attempting to varnish. One coat of 83-300 Waterspar Linoleum Varnish is sufficient.

**Metal Pipes**—On all exterior metal piping use Ironhide, the product designed especially for metal protection. Waterspar Enamel, or Utility Enamel are suitable for interior use on metal piping. Be sure to remove all scale, old paint and dirt before painting.

**Metal Roofs**—Metal roofs may be painted with Ironhide, Pittsburgh Barn and Roof Paint, Tuscar Barn Paint, 29-55 Lavax (Galvanized Iron) Metal Primer, Barnhide.

**Porch Ceilings**—May be painted with Sun-Proof Primer, Sun-Proof House Paint, Utility House Paint, 83-200 Transparent Waterspar Varnish, Marine Spar, Florhide Enamel, Porchide.

**Porch Floors**—Whether floors are of wood or concrete, Florhide Enamel or Porchide will give satisfaction and service. Be sure surface to be painted is clean and dry.

**Radiators**—Radiators should be painted the same color as the walls, using Wallhide Interior Flat Wall Paint.

**Reed Furniture**—Waterspar Quick-Drying Enamel, Waterspar Quick-Drying Colored Varnishes, 83-100 Waterspar Clear Interior Varnish, 83-200 Waterspar Transparent Varnish (Exterior), Utility Enamel—all may be used to give excellent results on either new or repaint work.

Surfaces to be painted must be clean and free from foreign matter. Delightful two-tone effects may be secured by giving the job a wash-coat of oil color reduced with turpentine and wiped. The color will remain only in the coarse or low spots of the weave.

**Registers**—Clean surface thoroughly and paint with Florhide Enamel, Waterspar Enamel, or Utility Enamel. Two coats of any of these will produce a lasting and attractive job.

**Roofs**—Wood. Before doing any painting it is best to see that the roof is in good condition. Do the necessary repairing first. Pittsburgh Shingle Stain is the standard shingle preservative. Sun-Proof Paint, Utility House Paint, Pittsburgh Barn and Roof Paint, and Barnhide—all may be used when paint instead of stain is desired.

**Rough-Sawed Siding**—Excellent results will be obtained by using Pittsburgh Shingle Stain on rough siding. Sun-Proof or Utility House Paints are also suitable when a gloss finish is desired. Both of these products available in a wide range of color.

**Screens**—Screens and screen door frames may be coated with Sun-Proof House Paint, 83-100 Transparent Waterspar Varnish, Utility Screen Enamel. Be careful to clean all surfaces before painting. On varnish-finished screen doors, it is best to sandpaper the surface before revarnishing.

**Walls**—Interior—Plaster and Wallboard. The Wallhide system is highly recommended by painters throughout the country for interior wall painting.

The Pittsburgh Wallhide line consists of the 14 interior colors approved by Williamsburg Restoration, and of the First Coater, Interior Flat in White and 14 colors, Interior Semi-Gloss in White and 12 colors, Interior Gloss in White, and 8 colors and Blending and Glazing Liquid.

**Wallboard**—Utility Primer Sealer is especially designed and approved by wallboard manufacturers as the proper foundation coat. Use Utility Primer Sealer under any approved wall finishing systems.

## Directory

**Sun-Proof Primer**—This Primer has revolutionized the painting of exterior wood surfaces, because its use results in an undercoat that effectively counteracts the causes of exterior paint failures.

**Sun-Proof House Paint**—Brings protection and long-lasting beauty for all exterior paint jobs. Sun-Proof flows smoothly and easily from the brush, covers more area than poor paints, has greater hiding qualities, lasts longer. Available in Twenty-four beautiful colors.

**Utility House Paint**—A lower priced paint—Suitable for exterior surfaces. Works easily, hides exceptionally well, good body and dries to an oil gloss. Fifteen colors, also Black and White.

**Cementhide Brick and Stucco Paint**—For beautifying and protecting cement, stone, stucco or brick structures. Seals out moisture and destructive forces of nature.

**Porchide Porch and Deck Paint**—Designed to give utmost durability where temperature changes are frequent and exposure to weather, moisture and sunlight is severe. Withstands traffic and abrasion, will hold color and retain its gloss. May be recoated in six to eight hours.

**Florhide Enamel**—This is the universal floor enamel. Smooth high gloss, for wood, concrete and stone floors and standing woodwork. This finish makes unsightly floors beautiful in almost no time. Stands severe scuffing. Available in nine practical colors.

**Pittsburgh Shingle Stain**—A combination of penetrating and preserving oil and pigments which fills the pores and fibres, keeping out moisture and thus protecting surfaces from



## *Nature's Colors in Lasting Beauty*

fungus, warping, splitting, or decay. Made in eight colors.

**Barnhide**—A super Barn Paint—that dries uniformly over all weathered surfaces and over old dried out paint. Has distinctive bright red color and excellent body.

**Pittsburgh Barn and Roof Paint**—For general exterior painting where a good durable paint is required at a low cost.

**Wallhide Interior First Coater** — Wallhide First Coater is designed primarily for plaster walls, for either new work or repainting, but is equally suitable for use on standing interior plaster, wallboard, wood, brick and cement surfaces under any type of oil or varnish base finishing material—flat, semi-gloss or gloss. The "Vitolized Oil" in this product gives it superior properties of sealing, stopping suction, and retarding effects of hot spots.

**Wallhide Interior Flat Wall Paint**—The original "One-Day Painting" finish for walls and ceilings—either on old or new work. Used so extensively by painters throughout the country that it is often referred to as the "Painter's paint." Fourteen beautiful colors by nature from which to choose.

The Pittsburgh Plate Glass Company has been chosen by Williamsburg Restoration, to manufacture and sell approved copies of the colors used in the restored buildings at Williamsburg, Virginia. From the many beautiful shades and tints used in the various buildings of the Restoration, fourteen authentic colors have been chosen. They bear the hallmark of Colonial Williamsburg.

**Wallhide Gloss Wall Paint** is made to meet requirements on all interior surfaces where a

high gloss is desired or required because of surface conditions.

**Wallhide Semi-Gloss Wall Paint** — For use where frequent washing is essential. Extremely popular for all interior surfaces where a semi-gloss is desired or required because of surface conditions. You can make your choice from twelve sparkling colors.

**Waterspar Enamel**—The ideal finish for renewing woodwork, furniture and things about the home. Easy to use, dries in four hours. Eighteen beautiful tones that harmonize with Wallhide colors.

**Utility Enamel**—Produces a tough, high gloss, durable finish. Ideal for use when cost is a factor.

**Waterspar Quick-Drying Colored Varnishes** — Waterspar Colored Varnishes are semi-transparent, designed to stain and varnish in one operation, thus saving time and labor.

**Waterspar Varnishes**—

No. 100—A clear interior varnish of the fast-drying type.

No. 200—For exterior use—is more durable than the waterproof varnishes, previously offered for exterior surfaces.

No. 300—Extra pale linoleum varnish—made to withstand hard wear and frequent scrubbing.

No. 400—Quick Drying Floor Varnish—its resistance to abrasion and wear exceeds all former standards.

**Waterspar Floor Waxes** — These wonderful waxes come in three styles—Paste Wax, Liquid and Self-Polishing. Make floors gleam with a

minimum of effort. No housewife should be without a supply.

**Pittsburgh Wood Stains**—For use in staining wood, tinting fillers, and coloring varnishes for interior use. Equally effective on hard or soft woods. Pittsburgh Wood Stains penetrate open or closed grain woods. Suitable for use on all interior wood surfaces. All colors mix readily with varnish.

**Pittsburgh Architectural Enamel**—Furnished in Gloss White Enamel, Eggshell White Enamel, and Double Cover Undercoater—for interior or exterior finishing. Pittsburgh Architectural Enamel products possess individuality and distinction seldom approached by others.

**Pittsburgh Varnishes** — In the "Balanced" Line of Pittsburgh Varnishes there is a quality product to meet every varnish requirement. The completeness and conciseness of the "Balanced" Line will be apparent from the listing of the individual products: Marine Spar; Compo Drier; Satin Finish; Utility Spar; Dull Finish; Floor Seal.

**Pittsburgh Clean-Up Aids** — Include every preparation necessary to clean, patch and prepare surfaces for painting. Paint Cleaner, Patching Plaster, Crack Filler, Brush Cleaner, Floor Cleaner, Sapon Basic Cleaner.

**Gold Stripe Brushes** — The brush is as important as the paint or varnish. For results you will be proud of use Gold Stripe Brushes. Top quality bristles vulcanized in rubber—every bristle locked in place in vise-like grip. Metal ferrules are riveted, not nailed—to defy stress and strain. Hardwood handles designed to preserve perfect balance of the brush. A brush for every type of job will be found in the Gold Stripe line.





# PITTSBURGH PAINTS

*Smooth as Glass*



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